

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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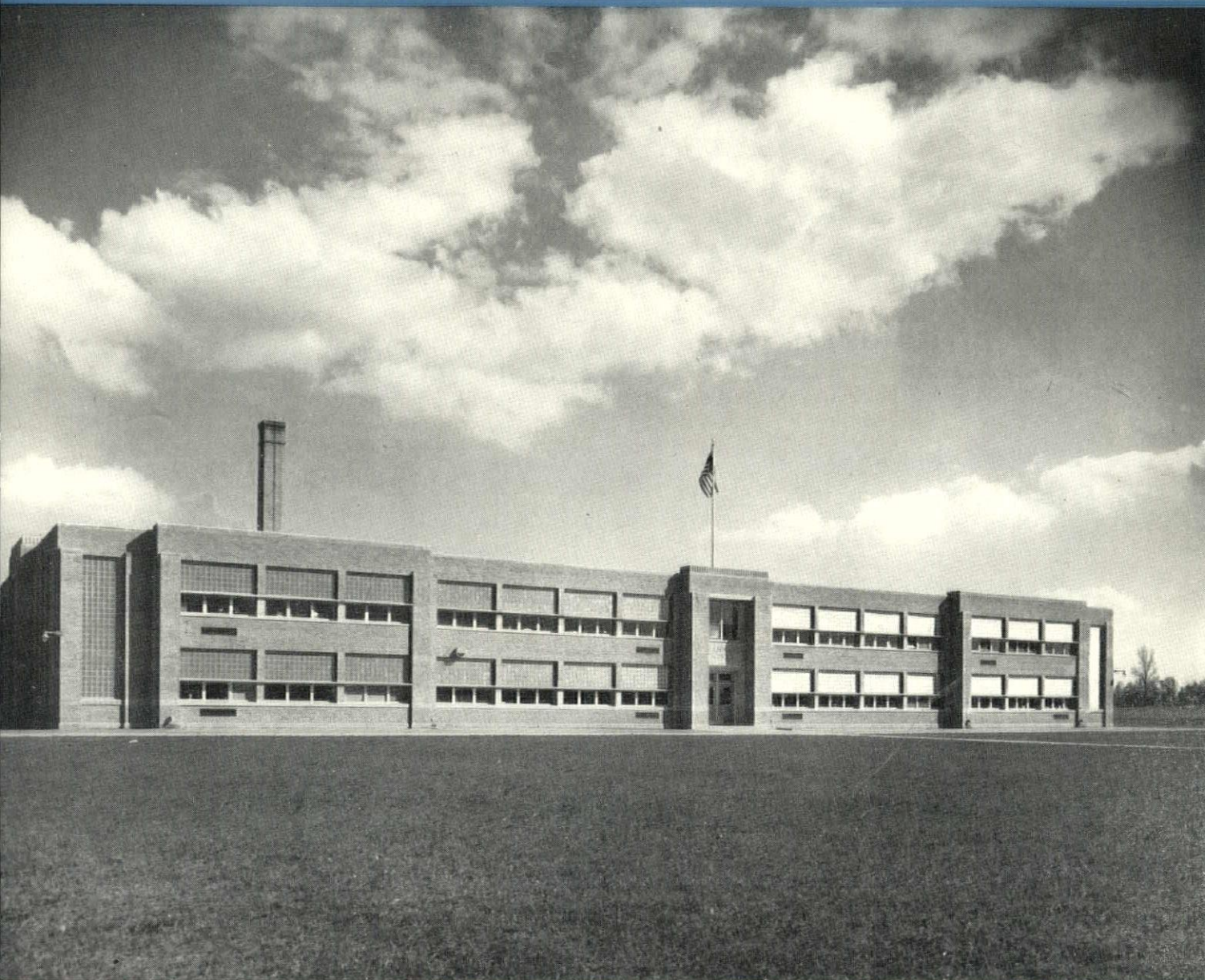


Photo: Liza-Leigh Hunt

Glenwood School
West Milwaukee Wisconsin
Francis S. Gurda, Architect
Milwaukee Wisconsin

Recd 11/23/53

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 Official Publication
WISCONSIN ARCHITECTS ASSOCIATION
 A CHAPTER OF THE AMERICAN
 INSTITUTE OF ARCHITECTS

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Minutes of Board Meeting
Wisconsin Architects Association

(The following Minutes were approved for publication at the October Executive Board Meeting.)

The regular meeting of the Board of Directors of the Wisconsin Architects Association was held at the Nakoma Country Club, Madison, on Friday, August 14, 1953.

Those present were Joseph J. Weiler, Arthur O. Reddemann, Leigh Hunt, William G. Herbst, Frederick J. Schweitzer, William V. Kaeser, Mark T. Purcell and Julius S. Sandstedt. By Proxy: Francis S. Gurda. Absent: Francis J. Rose and Maurey Lee Allen.

1. The meeting was called to order by President Weiler at 3:30 P.M.

2. It was moved by Mr. Kaeser, seconded by Mr. Sandstedt, carried, that the Minutes of the May 23rd meeting be approved.

3. The application for advancement from Associate to Corporate of Carl H. Gausewitz, Madison, was approved. Moved by Mr. Kaeser, seconded by Mr. Purcell, carried.

4. The application of Walter W. Nelesen, Sheboygan, for Junior Associate was presented. It was moved by Mr. Sandstedt, seconded by Mr. Herbst, carried, that the application be accepted.

5. The application of Theodore C. Steffen, Sheboygan, for Associate was presented. It was moved by Mr. Herbst, seconded by Mr. Reddemann, carried, that the application be accepted.

6. The application of Gordon H. Schulte, Sheboygan, for Associate was presented. It was moved by Mr. Herbst, seconded by Mr. Schweitzer, carried, that the application be accepted.

7. A report was presented of the Committee on Relations With Associated General Contractors, Wisconsin Chapter. The Committee met at Madison. A new report will be sent to the Secretary.

8. A letter was received from the Industrial Commission advising that the term of Edgar H. Berners on the Registration Board expires on September 15th and that a nominating list of two or more names be sent to them not later than September 1. The names of Edgar H. Berners and Joseph J. Weiler were submitted.

9. President Weiler is to write a letter to Pierce G. Ellis, Secretary of the Wisconsin Society of Professional Engineers stating that Walter G. Memmler, Chairman of the Practice Committee will arrange a meeting with the Engineers to discuss cooperation between the Architects and Engineers.

10. A letter of resignation from Wilbur Caleb Webb, who had been an Associate member in Milwaukee was read. He has moved to Pennsylvania. Moved by Mr. Herbst, seconded by Mr. Reddemann, carried.

11. The Secretary was directed to write a letter to Robert J. Drayton concerning changing his membership from Corporate in the Chicago Chapter to Associate in the Wisconsin Architects Association.

12. Julius Sandstedt was directed to work with George Benisch to establish a bid-opening program similar to that carried on by the State Associated General Contractors Association of Milwaukee.

13. The subject of having special dues for Architects who are instructors or Government employees and other Corporate members not in business for

(Continued on Page 7, Column 2)

The Truth About Architects: Public Relations Goal

Reprinted from ARCHITECTURAL RECORD, September, 1953

In June 1952, the 84th national convention of the American Institute of Architects voted to spend \$100,000 on a three-year program planned to build public understanding and appreciation of the vital role of architecture in the life of every community. The program got under way in January of this year, with Ketchum, Inc., of Pittsburgh, as professional public relations counsel and the A.I.A.'s own Public Relations Committee watching over all. During the first eight months of the program, Ketchum's public relations manager, Walter M. Megronigle, and its A.I.A. account executive, Anson B. Campbell, have traveled more than 17,000 miles to meet with A.I.A. groups from coast to coast. Now the RECORD has asked for a progress report and a summary of what's to come.

The key problem on which the current three-year public relations program for the American Institute of Architects is based gives all evidence of being unchanged eight months after its inaugural — but 109 chapters in the A.I.A.'s 12 regional districts have begun a vigorous attack on public ignorance of architects and architecture. The problem is no conglomeration of small professional bothers or client-architect frustrations; it casts a broader shadow of national proportion.

Our nation is growing fast and its people are constantly being hit with a barrage of propaganda and sales material from a thousand sources. The era of the gimmick, the plug and the angle is, for better or worse, very much with us. The architect — a valuable member of any community in which these pressures operate — has too often found himself lost behind his own professionalism, unwittingly allowing himself and his profession to be thoroughly misconstrued, if not forgotten, by the very community he serves. Now he has become convinced that he cannot expect the public to respect his profession or appreciate his services unless he makes some concentrated and well-planned national effort to bring about understanding.

The Institute's almost 10,000 members are a task force in a program with these purposes: (1) to make an ever-changing public realize that the architect as an individual and as an organized group can be of great service to the community; and (2) to make the public aware of what the architectural profession is

and what an architect is trained to do, in order to overcome the general misunderstanding about the scope and cost of architectural services.

Recognized as the immediate audience for any public relations activity by the architect is the community served by his own A.I.A. chapter. The architect should, by his training and position, be a leader in the community which he helps build. In a new society-on-the-go, he can no longer remain a stranger in his own hometown. Each architect stands for his profession, both in his business and his social relationships. And to the man on the street, the architect must reveal himself as more than a dispenser of blueprints, without ever seeming to be a lofty professional with "expensive" ideas.

The architect's own participation in community affairs is a sound foundation for his own good relations with the public. Civic commissions need his experience in an advisory capacity; and there is a crying need for him in community planning, especially in the growing field of urban redevelopment. As a member of civic groups, he not only serves the community, but becomes known in the community for his service, and in that way makes his profession known and understood — and in the right context.

The community in which the architect works, as businessman and citizen, must be told by architects themselves the value of architectural services, those which insure good design and good construction, con-

venience and comfort because of careful planning, ease of securing a mortgage loan at a good rate, money's worth in material and labor, low operation and maintenance cost.

The first step we took toward more community understanding was the issuance of a "Facts Package," a ready-reference about the architect, his education, his professional usefulness and his national organization, the American Institute of Architects. Copies have gone to newspapers, magazines, radio and TV stations, and other public opinion channels. In the majority of chapters, members deliver these personally to the source, meeting editors and program directors, offering them help on future articles or projects involving the architect or any facet of building.

Last February, at the request of the chapters, a series of Public Relations Workshops was instituted. These were originally planned for this fall, but because so many A.I.A. groups were eager to start off on the new program with workshop discussions, we revised the schedule and Mr. Megronigle and I covered some 17,000 miles from coast to coast in our first series of workshop sessions during the spring and early summer. This month the workshops will begin again in regions not covered earlier this year, their extent to be determined by present budget limitations.

In programming the workshops, as in all steps in the national program, we worked under the guidance of the A.I.A.'s Public Relations Committee. This includes Chairman John Wellborn Root, Chicago; Vice Chairman Francis Joseph McCarthy, San Francisco; Karl Kamrath, Houston; Harold R. Sleeper, New York; Herbert C. Millkey, Atlanta; Frank N. McNett, Grand Island, Neb.; and Maurice J. Sullivan, Houston (ex-officio). Valuable, too, in all public relations activity is Edmund R. Purves, executive director, with his headquarters at the Octagon in Washington.

The public relations workshops serve as meeting grounds for us as public relations counsel, not only with regional and chapter officers, but with other A.I.A. members as well. At these sessions the national program is outlined and public relations recommendations made for chapter action. Regions differ, of course, in their specific problems, but generally, recommendations consist of a minimum program wherein the chapter establishes a basic list of chapter publications; works at establishing better relations with public opinion channels in the community; completes and uses a "thoughtleader" list for direct mail contact; and undertakes committee work for community action. The maximum program, scheduled for chapters more advanced in organized public relations, adds a one-day conference of idea-exchange between architects and leaders in the chapter area's business and social fields and suggested public relations use of exhibits, speaker's bureaus and advertising.

Used as a clearing-house for public relations action across the nation is another public relations tool, the "AIA Public Relations Newsletter," issued monthly since April to every member of the Institute. In its

pages can be found such notes on chapter public relations activity as these:

"For the past three years the Southern California Chapter has produced a column titled *Architects' Corner* in the Sunday Real Estate section of the *Los Angeles Examiner*. A call on the real estate editor of your own community newspaper might find him responsive to some help on his Sunday or Special Home section. Present your ideas not as an individual architect seeking publicity but as your Chapter interested in community betterment. . . ."

"Paid attendance at the Cleveland Chapter's annual House and Flower Show was a record 204,000, of which show officials estimate 75% toured the houses, saw examples of the architect's professional usefulness. . . ."

"What is the Role of the Architect in Community Building? was the subject of a recent panel discussion on *The Pittsburgh Story* (WDTV), winner of *Variety's* 1950-51 Show management Review Highlight Award. Jack Franklin, Rody Patterson and Tom Pratt, all of the Pittsburgh Chapter, told TV viewers why and how to engage an architect, what architects were doing in that city's building boom. . . ."

A direct result of the Pasadena Chapter's public relations program is some excellent publicity-aid from the First Federal Savings and Loan Association in Pasadena. That Association was responsible for attractive *Star-News* ads, billboards, bus and street-car showcards in March and April bearing this important legend: 'Planning to build? . . . Pasadena's architects and builders are among the country's finest.' . . ."

"Eleven members of the Dallas Chapter worked on *The Vacation Home*, the model home born from their television show, 'So You Want to Build.' Press coverage on this project was top flight with the public now better informed about the local architects involved, the valuable services of an architect, and the existence and worth of the A.I.A. . . ."

"The Kansas City Chapter devoted its June *SKY-LINES* to a public relations issue, an idea we would like to see taken up by other chapter publications sometime during the Autumn or Winter months. Included was an admirable list of public relations objectives for the future. One of the best of these was the renewal of K.C.'s Speakers' Bureau. A convenient Facts Pack is being prepared for member speakers, built on such public interest subjects as *New School's For Your Children* and *The Master Plan of Greater Kansas City*."

Our fourth project for the first year of the program is now in preparation for late autumn publication — a "Handbook for Architects," covering public and professional relations for the individual architect.

By next year local participation in the national public relations program should be stronger. With this knowledge, first-year projects will be continued and revised and these two major ones added: (1) a community service club program, and (2) a national

school program. The latter, to be launched through local A.I.A. chapters, will include an easily assembled exhibit for school programs, plus student-level booklets and brochures for classroom use. Both projects help further identify the architect and his services in the community.

As effective participation in the national public relations program grows and chapters increase their use of public relations resources, they will be preparing for most effective use of the major project of the third year: an A.I.A. motion picture. The public relations value of the kind of motion picture which is planned has already been recognized by many members of the A.I.A. We could not honestly recommend the production of this film until the third year. The film would be worthless unless it were done professionally, enlisted wide-spread interest, and most important of all, reflected the true character of the profession. The projected film, to be shown in all the various chapter-communities, will show the architect at work as a builder, professional man and citizen.

By all indications, the first year's program has done much to create an atmosphere for effective public relations among members of A.I.A. As the A.I.A. Board of Directors reported to the 1953 annual convention in Seattle this past summer: "The public relations program is well underway and excellent cooperation between public relations counsel and the various elements of the Institute is reported. . . ."

As in all programs of this nature, once they get underway, new opportunities keep turning up. One of these will enable the Producers' Council to tie-in with the Institute public relations program. At the semiannual meeting of the Council in Seattle, Mr. Megronigle urged Council members to get their thousands of distributors and dealers across the country interested in stimulating better design and better building, thus encouraging more work for architects in the community. He further suggested that a committee of the Producers' Council meet with the Institute's Public Relations Committee to talk over some workable plan of action. Work is going ahead on both suggestions.

Another extra: to recognize and encourage writing and photography that will further a public understanding of architecture and the architect, the Institute recently set up a series of journalism awards totalling \$1500 to be awarded in prizes of \$250 for the best published work in each of six categories.

All of these projects aim at identifying the architect and his work in the community. But they and the whole public relations program are planned to capitalize on the basic public relations job, which we all recognize is always done by the architect himself, as he does his best job for his client. It is an old but worthwhile axiom that rings out "Public relations begins at home" — in this case in the architect's office — in his services to his clients.

As You Specify Consider The Folding Door

When one considers that the folding type door appeared on market only fifteen years ago, the success it has achieved is phenomenal. It is difficult to think of a single item which in so relatively short a time has been so enthusiastically accepted by dealers and homeowners. If a graph were to be drawn, it would be clearly evident that the sales volume of this product has increased rapidly and steadily to its present high peak. What is more important, the high peak it enjoys today is only a step on the way to even greater sales, for there are indications that the folding door has a tremendous potential market. This potential is due to a number of reasons, but principally to the following:

1. Almost every home and commercial or institutional establishment has a space problem of some sort to which the folding door offers an ideal solution for moderate cost and little trouble.

2. Besides solving space problems, the folding door has many other varied and interesting uses, particularly as a functional feature in retail stores to make entire display windows and other display areas instantly accessible.

3. There have been refinements and innovations in the product itself. Today, the folding door is available in a variety of materials, each possessing features and offering decorative effects which make it desirable for a particular use.

Let us examine each of these points in turn.

HOMES AND APARTMENTS

The folding door is practical and advantageous for any home or apartment installation. Its most obvious advantage is that it eliminates the need for door-swing area in close quarters, providing more space and freedom for attractive furniture arrangements and decorative balance.

INTERIOR ROOMS

It can be used for door closure between interior rooms such as kitchen-dining room, bedroom-hall, livingroom-den, in fact, between any two rooms where the area wasted by conventional door swing can be put to good use for more spacious living.

For clothes closets and wardrobes, the folding door is particularly useful. The doors may be hung in standard doorways, or, to "build" a closet in a room, they may be hung directly from the ceiling, thereby eliminating expensive wall construction.

Furthermore, in apartments, apartment-hotels, hotels and similar dwelling units, the folding door is ideal for such applications as closure for pullman type kitchenettes, and in-a-door bed closets. The folding door can thus be used anywhere in the home where its remarkable versatility permits the highest degree of flexible living in restricted space.

NEW ROOMS

The creation of "new" rooms with the aid of folding doors as room dividers is another important use for this amazingly versatile product, for with it virtually any room can be made to do double duty. The livingroom-dining room, for example; equipped with folding doors such a room can be used as one, or instantly divided for separate functions, just as any "dual" area can be divided with equal ease — such as combined dining room-kitchen, bedrooms when two or more separate sleeping units are desired, basement game-and-utility rooms, etc.

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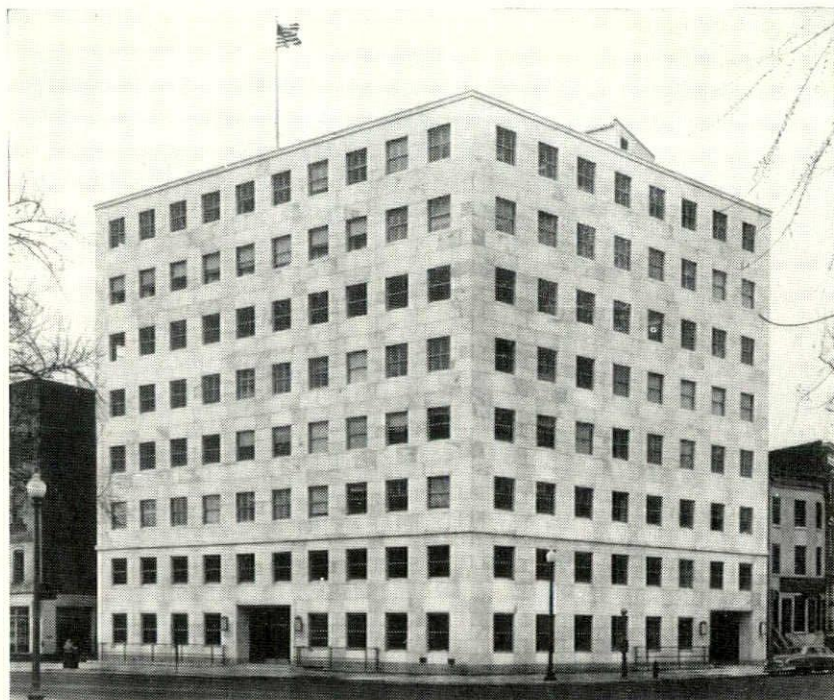
Of the myriad uses the folding door is finding in commercial establishments, perhaps none is more important than its use in the restaurants, club, and hotel, for here folding units are unexcelled in providing convenient, efficient traffic control. Cocktail lounges, dining rooms, offices, coffee shops — areas for any of these can be literally created at will and separated from the lobby and from each other.

Thus, management is in a position to meet any demand at a few moments' notice. Rush hour crowds can be handled with ease, and private "rooms" for special luncheon meetings, cocktail parties, conventions and banquets quickly arranged.

In funeral parlors, the many advantages of the folding door are obvious, for any number of chapels, family rooms and reception areas can be quickly "made" and expanded or contracted to accommodate groups of varying sizes — and all this can be done tastefully, with the privacy and intimacy the occasion demands.

In business offices, the folding door offers a means of flexible space separation obtainable in no other way. Large offices can be broken up when needed to do double duty as separate work spaces or conference rooms. In a similar manner, rooms needed for salesmen or buyers can be easily enlarged or

National Ass'n of Letter Carriers HEADQUARTERS BUILDING Washington, D. C.



Architect
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Supervising Architect
Arthur L. Anderson
Contractor
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Modern functional design of office buildings more and more eliminates exterior decorative treatment. The latter must be found in the material itself. The veinings in Light Vermont Pearl marble (also used in United Nations Secretariat building) lend interest to the otherwise plain walls of the Letter Carriers Building. Wall marble is 4" thick with occasional tie-in stones at each floor level.

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divided according to the trade demands at the time. A group of small offices can be made from a large one — units which can be used as reception rooms or secretarial and stenographic areas.

In the retail store, the versatility of the folding door is virtually unlimited, for not only does it offer the advantages of providing "instantaneous walls" where needed to separate various departments and sections, but can also be used as a functional and very attractive background for display units and windows in which merchandise is always immediately accessible.

INSTITUTIONS

In institutions, the folding door is finding new and unusual uses. In schools, for example, a large area can be divided into any number of small rooms for separate classes, yet the whole space is quickly available for auditorium or other large-group activities. This applies also to churches where folding doors can be utilized to provide individual areas to the side or rear for chapels or instruction or council rooms as the occasion may demand.

In hospitals of all kinds, in clinics and infirmaries, the "screened bed" is gradually disappearing. In its place the folding door is being employed in multiple-bedrooms for quick and more satisfactory separation of one bed from another.

Although the architect and the builder have been quick to realize the many outstanding advantages of the folding door and have incorporated it in the design and construction of many types of modern buildings, the specialty dealer too has become increasingly aware of its many fine features. He has begun to appreciate the demand that already exists for this type of door and also the extraordinary extent of the market that *could* exist if the item were featured, promoted and sold aggressively.

The past few years have taught the dealers that the folding door saves money for the contractor because it is furnished to him as a packaged unit — complete with hardware for easy installation. There is no question of extra money for casings and stops and hinges, nor the payment of high labor costs involved in the sanding, painting and installation of the conventional type of door.

What is more, the specialty dealer has found the builder easy to sell because the builder himself is already keenly aware of the many exceptional advantages the folding door offers.

(Continued from Page 2, Column 2)

themselves, was discussed. It was moved by Mr. Kaeser, seconded by Mr. Purcell, carried, that no special classification of dues be established.

14. The Treasurer's Report was approved as presented. Moved by Mr. Sandstedt, seconded by Mr. Herbst, carried.

15. The meeting was adjourned at 4:30 P.M.

Respectfully submitted,
LEIGH HUNT, Secretary

KOHLER SINKS OF ENAMELED IRON

A Kohler enameled iron kitchen sink will afford the housewife important advantages.

The Kohler enamel, acid-resisting clear through, has a sparkling, smiling hue and finish, easy to clean and clean-looking, no orange-peel porosity of texture.

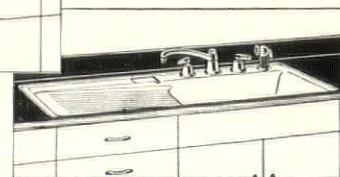
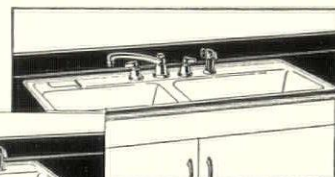
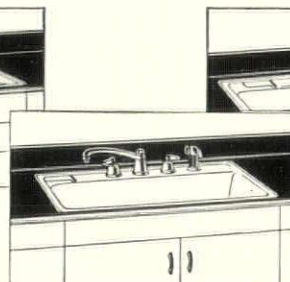
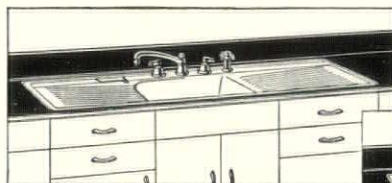
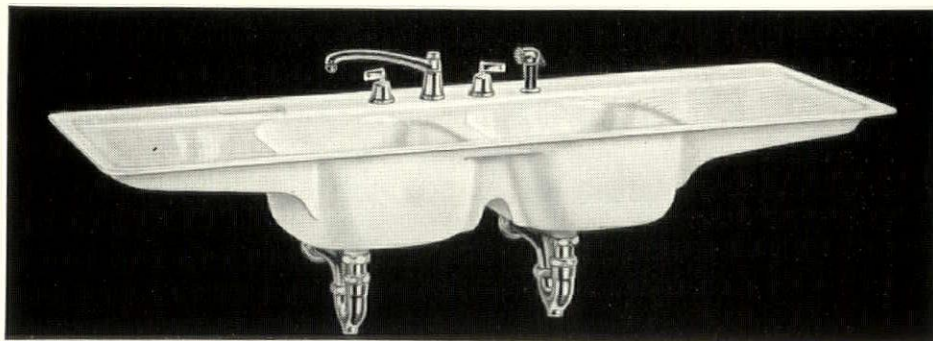
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Illustrated are five Kohler sinks for building into counter-tops. Other designs are available for use with cabinets. Chromium-plated fittings match in style and quality.

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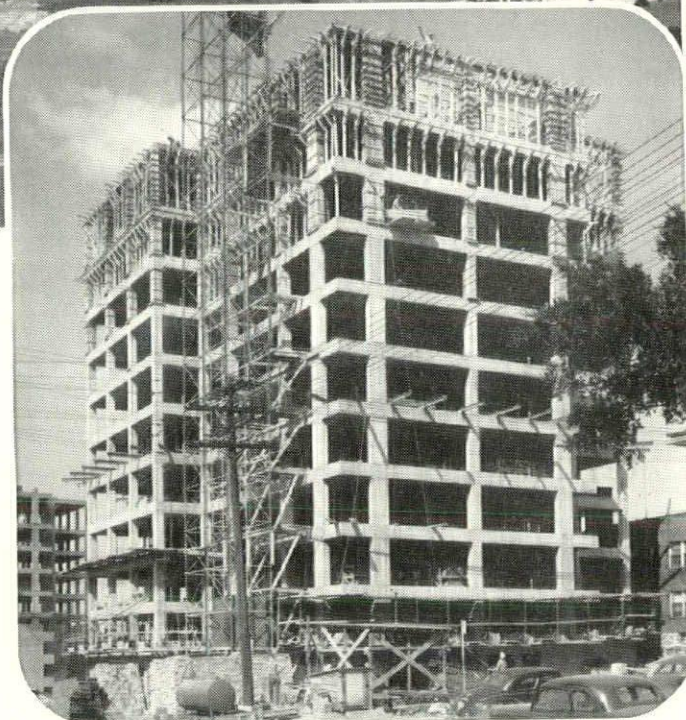
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General view, top, shows in foreground the five 10-story Quality Hill Towers Apartment buildings under construction. On Jefferson St., from 9th to 11th, in walking distance of downtown Kansas City, they contain about 400 units. Owners: Riverside and River Park Development Corp. Architects: J. F. Lauck & Associates. Structural engineer: Whitman Dart. Contractor: Winn-Senter Construction Co.

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For additional information in designing and building economical reinforced concrete frames and floors, write today for free copies of two useful booklets, "*Continuity in Concrete Building Frames*" and "*Handbook of Frame Constants*." These booklets are distributed only in the United States and Canada.

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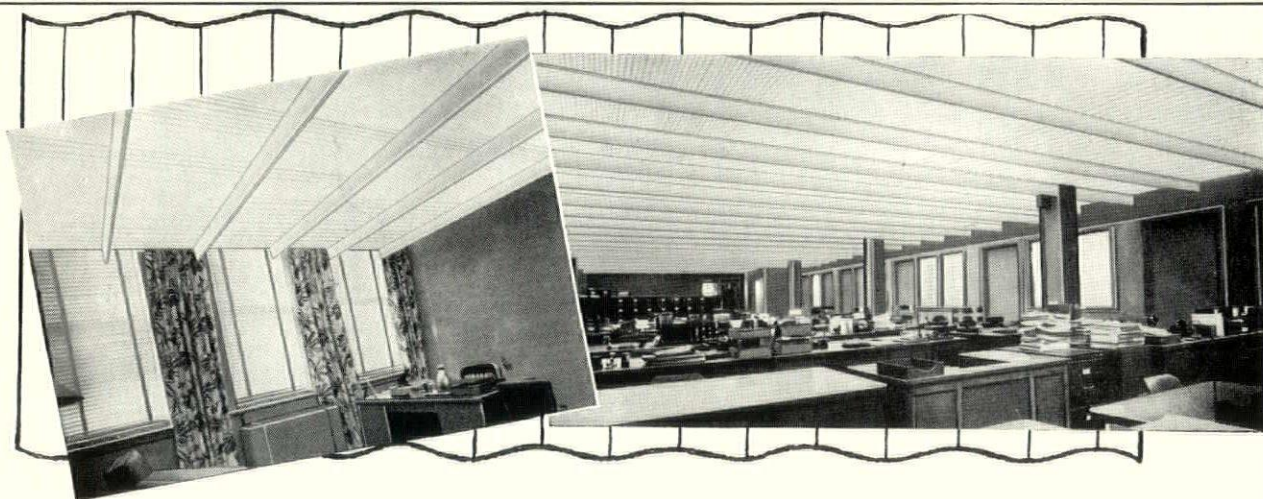
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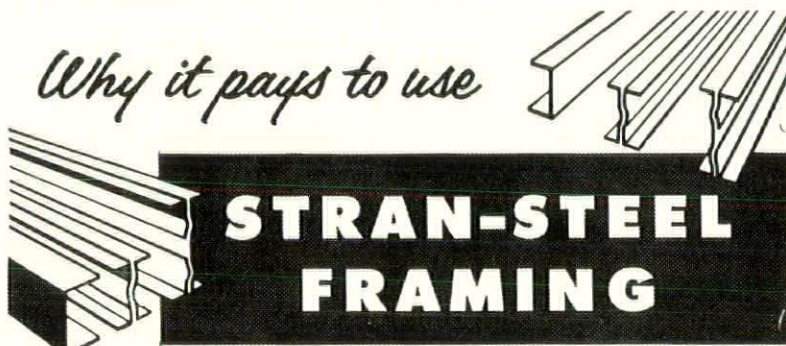
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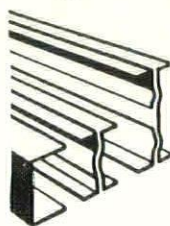
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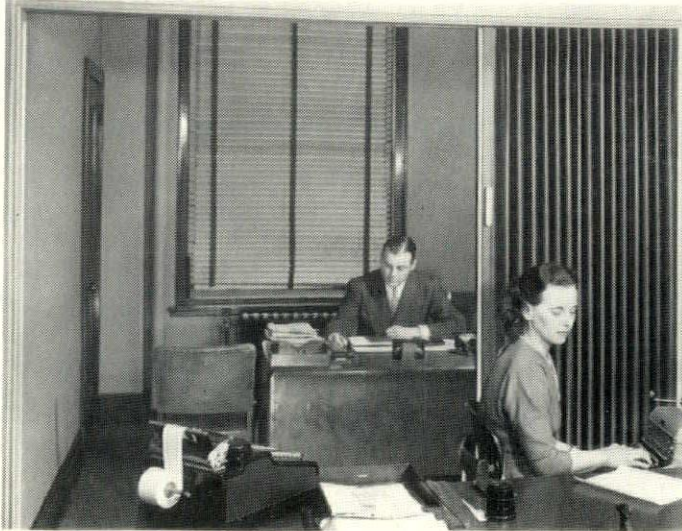


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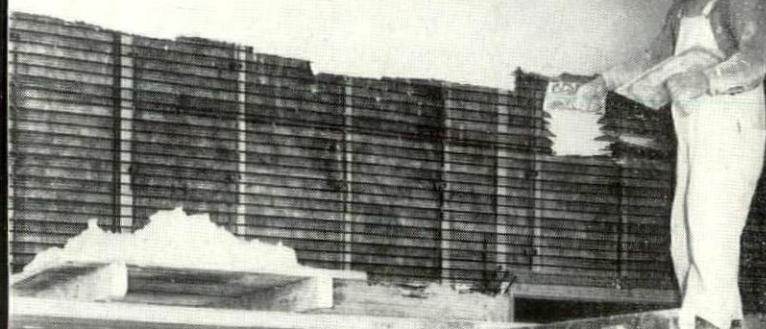
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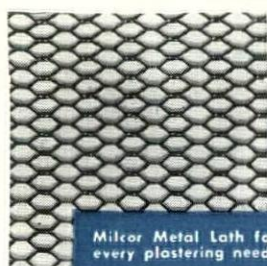
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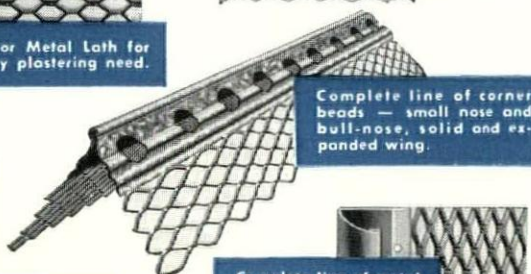
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